



FOCUS GROUPS

Target Audience: Leaders at all levels

Purpose To foster and support today's diverse Air Force by seeking to better understand the perceptions, opinions, beliefs, and attitudes of our Airmen enabling commanders to make improved decisions.

Description A focus group is a form of human behavior research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes toward an idea or issue. Focus groups are used to help spot trends by providing details relating to the how, why, and when of a situation or concern. They provide a means of evaluating ideas and programs that influence Airmen living and working in the local area. One or two people is a meeting – not a focus group; eight to ten participants are needed to generate meaningful conversation. Assembling and guiding your focus group is accomplished by a moderator and recorder. The overall results of the focus group should govern the shape of the summary and report as much as possible thus giving the decision maker information from which to make a good decision.

Employ The attached slideshow is an overview and step-by-step instruction for setting up, collecting data, and reporting the findings from your focus group.



Focus Group Details
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